



# **2023**

# **SPONSORSHIP**

# **OPPORTUNITIES**

Event Dates:

September 22nd-24th, 2023

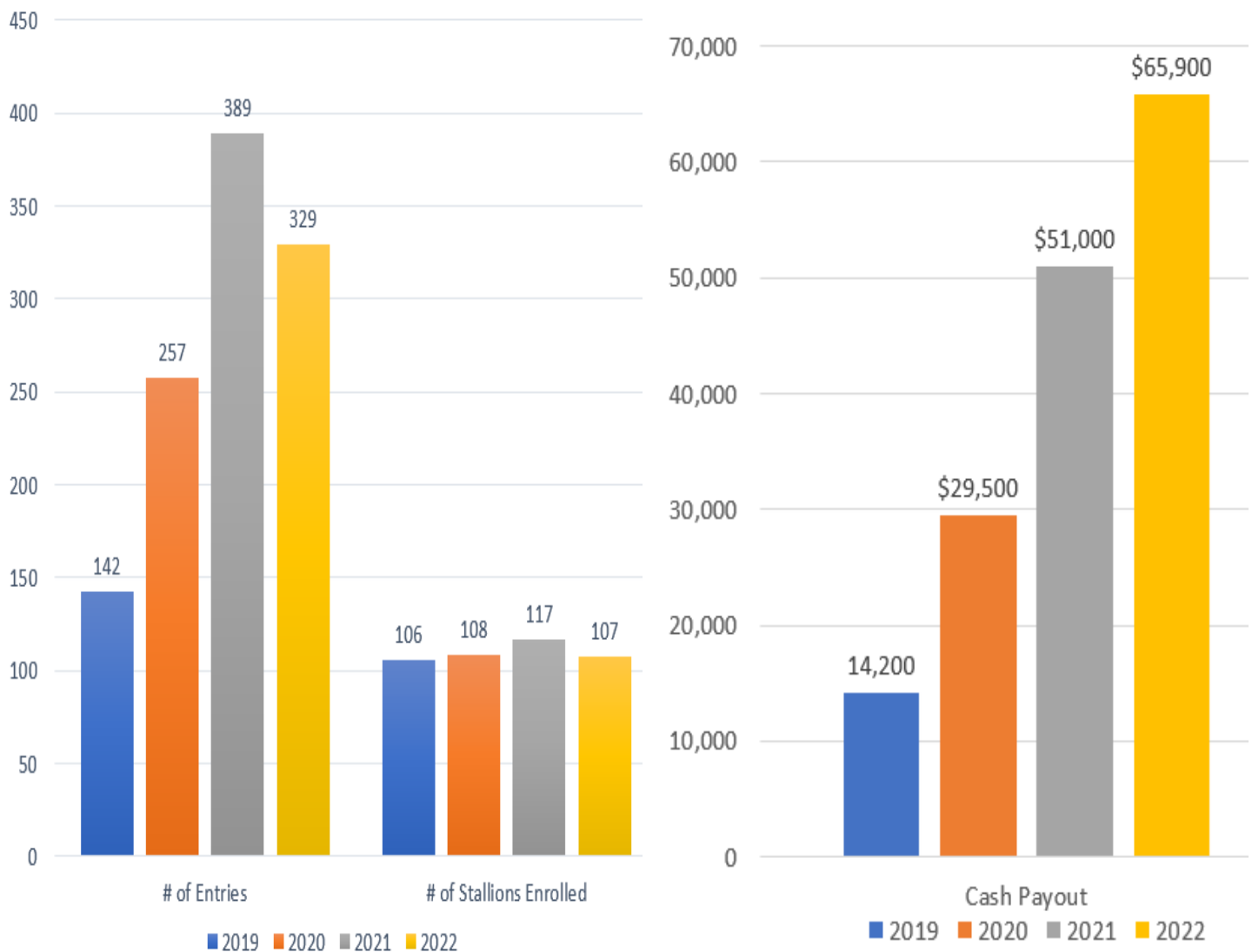
Iowa State Fair Grounds

Des Moines, Iowa

[www.ranchiq.com](http://www.ranchiq.com)

Our annual IQHA Ranch Horse Futurity will once again be held at the Iowa State Fair Grounds in Des Moines, Iowa on September 22nd-24th, 2023. This will be the fifth year in a row that this show has been held and it has been growing astronomically in both number of attendees as well as the number of entries! This coming year, we expect this event to be even bigger as this will mark the third year of the Futurity payouts! This is an excellent opportunity to showcase your products, increase your market share and get your name out amongst all of our exhibitors and spectators!

## Futurity Stability and Growth



# Sponsorship Packages

<b>PLATINUM SPONSOR</b> <b>\$5000 AND ABOVE</b>	<b>GOLD SPONSOR</b> <b>\$2500-\$4999</b>	<b>SILVER SPONSOR</b> <b>\$1000-\$2499</b>	<b>BRONZE SPONSOR</b> <b>\$500-\$999</b>
LIVE PLUGS DURING THE EVENT	LIVE PLUGS DURING THE EVENT	LIVE PLUGS DURING THE EVENT	LIVE PLUGS DURING THE EVENT
4X8 BANNER DISPLAYED AT EVENT	4X8 BANNER DISPLAYED AT EVENT	4X8 BANNER DISPLAYED AT EVENT	4X8 BANNER DISPLAYED AT EVENT
12 FACEBOOK ADVERTISEMENTS	6 FACEBOOK ADVERTISEMENTS	3 FACEBOOK ADVERTISEMENTS	1 FACEBOOK ADVERTISEMENT
LOGO ON RANCIQ.COM WEBSITE	LOGO ON RANCIQ.COM WEBSITE	LOGO ON RANCIQ.COM WEBSITE	LOGO ON RANCIQ.COM WEBSITE
FULL PAGE ADVERTISEMENT IN FUTURITY PROGRAM	FULL PAGE ADVERTISEMENT IN FUTURITY PROGRAM	HALF PAGE ADVERTISEMENT IN FUTURITY PROGRAM	LOGO IN FUTURITY PROGRAM
LOGO ON ARENA PICS PURCHASED FROM PHOTOGRAPHER	LOGO ON ARENA PICS PURCHASED FROM PHOTOGRAPHER		
2 10X20 BOOTH SPACES INDOOR OR OUTSIDE	1 10X20 BOOTH SPACE OUTSIDE		
LOGO ON ANY EVENT SWAG			
LOGO ON EVENT FLYER			

# Sponsorship Agreement

This Sponsorship Agreement (the "Agreement") is effective \_\_\_\_\_,

[Month Day, Year]

BETWEEN: IQHA Ranch Horse Futurity (the "Organizer"), a group organized and existing under the laws of the Iowa, with its head office located at:

Iowa Quarter Horse Association

1938 625th Ave

Albia, IA 52531

AND: \_\_\_\_\_, (the "Sponsor"), a company organized and existing under

[Sponsor Name]

the laws of \_\_\_\_\_, with its head office located at:

[State]

\_\_\_\_\_  
[Street Address of Sponsor]

\_\_\_\_\_  
[City, State, Zip code of Sponsor]

WHEREAS, IQHA Ranch Horse Futurity, the "Organizer", has the exclusive right to organize and conduct a Futurity which is to be held at the Iowa State Fairgrounds in Des Moines, Iowa on September 22nd-September 24th, 2023 and to be known as the IQHA Ranch Horse Futurity and

WHEREAS, Sponsor has determined to provide financial support for the Event in exchange for certain promotional rights to be provided by the Organizer;

NOW, THEREFORE, in consideration of the mutual agreements and promises contained herein, the parties hereto agree as follows:

## 1. ADVERTISING AND PROMOTION

2.1 Organizer grants to Sponsor the exclusive right during the term of this Agreement to use Organizer's Trademark or logo in advertising and promotional activities as it deems desirable during the term of this Agreement.

2.2 Sponsor will provide and grant the right to the Organizer to use Sponsor's logo or trademark in advertising and promotional activities during the term of this Agreement.

2.3 Organizer agrees to provide all advertising and promotional activities in accordance with the level of sponsorship provided.

2.4 Sponsor agrees that the Organizer has the right to sell or give away promotional merchandise that may be provided

2. SPONSORSHIP FEE

In consideration of the full performance by Organizer of all its obligations hereunder and of all rights granted hereunder to Sponsor, Sponsor agrees to pay the total sum of the Sponsorship Fees with the completion of this contract.

3. INDEMNITY

Each party will indemnify, defend, and hold harmless the other, its parent, subsidiary, and affiliated corporations, and their respective directors, officers, employees, agents, successors, and assigns, from and against any and all claims, damages, liabilities, losses, government proceedings, and costs and expenses, including reasonable attorney fees, and costs of suit, arising out of any alleged or actual breach of this Agreement or the inaccuracy of any warranty or representation made by it or any act or omission by it in the performance of this Agreement or the purpose hereof.

4. INSURANCE

Each party hereunder shall obtain and maintain at its own expense, during the term of this Agreement, a standard Comprehensive General Liability Policy, which shall (i) specifically cover such party’s incidental contractual obligation, (ii) provide standard liability protection. Sponsors who will have booths at the event will be required to list Iowa Quarter Horse Association as an Additional Insured on their policy, as well as provide a Certificate of Insurance no later than August 31, 2022 to IQHA.

5. TERM AND TERMINATION

This Agreement shall become effective on the date of first above written and shall expire on September 25th, 2023.

6. COMPLETE AGREEMENT

This Agreement represents the entire agreement between the parties and supersedes all other agreements, if any, expressed or implied, whether written or oral. Organizer has made and makes no representations of any kind except those specifically set forth herein.

IN WITNESS WHEREOF, the parties have executed this Agreement on the date first above written.

**ORGANIZER**

**SPONSOR**

\_\_\_\_\_

\_\_\_\_\_

**AUTHORIZED SIGNATURE**

**AUTHORIZED SIGNATURE**

\_\_\_\_\_

\_\_\_\_\_

**Print Name and Title**

**Print Name and Title**

# Sponsorship Details

Sponsor Name: \_\_\_\_\_

Address: \_\_\_\_\_

Primary Contact: \_\_\_\_\_

Phone Number: \_\_\_\_\_

Email Address: \_\_\_\_\_

Please select the Sponsorship Level Desired:

\_\_\_\_\_ Platinum: \$5000 and Above

\_\_\_\_\_ Gold: \$2500-\$4999

\_\_\_\_\_ Silver: \$1000-\$2499

\_\_\_\_\_ Bronze: \$500-\$999

\_\_\_\_\_ Custom Amount

Monetary Donation: \$ \_\_\_\_\_

Value of Product Donated: \$ \_\_\_\_\_

\*If providing product, please complete

product donation list on next page

Total Value of Sponsorship: \$ \_\_\_\_\_

\_\_\_\_\_ I have enclosed a check for my sponsorship

\*Please make checks payable to IQHA Ranch Horse Futurity

\_\_\_\_\_ I will be mailing product no later than August 31st, 2022 to address below \*For large product deliveries, please arrange shipping to Fairgrounds with Mel 319-325-6862

\_\_\_\_\_ I will be mailing a 4x8 banner to be displayed at the event no later than August 31st, 2022

\_\_\_\_\_ Please use my banner from last year

Please return Sponsorship Agreement, Sponsorship Detail page, Product Donation page (if applicable), and payment

to: Melanie Hockenson

1040 160th Street

Nichols, Iowa 52766

# Product Donation Information

Description of Product	Quantity	Value Per Item